

**THE ANALYSIS OF @INDONESIA.TRAVEL *TIKTOK* ACCOUNT'S
COMMUNICATION STRATEGIES IN PROMOTING THE SAFETY OF
TRAVELING IN INDONESIA DURING THE COVID-19 PANDEMIC**

By

Brenda Ovitho Utami Nursalim

11710001

BACHELOR'S DEGREE

in

COMMUNICATION AND PUBLIC RELATIONS
FACULTY OF BUSINESS AND HUMANITY



SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

June 2021

Revision after Thesis Defense on July, 14th 2021

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Brenda Ovitho Utami Nursalim

Student

Date

Approved by:

Ezmieralda Melissa, Ph.D.

Thesis Advisor

Date

Dr. Nila K. Hidayat, S.E., M.M

Dean

Date

Brenda Ovitho Utami Nursalim

ABSTRACT

THE ANALYSIS OF @INDONESIA.TRAVEL *TIKTOK* ACCOUNT'S
COMMUNICATION STRATEGIES IN PROMOTING THE SAFETY OF TRAVELING
IN INDONESIA DURING THE COVID-19 PANDEMIC

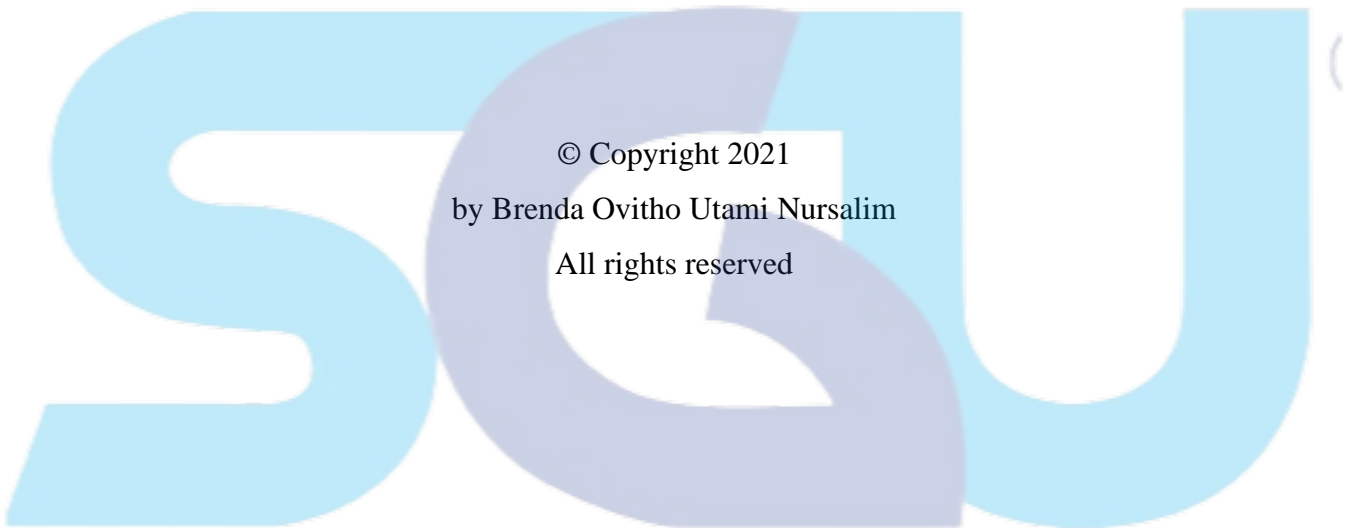
By

Brenda Ovitho Utami Nursalim
Mrs. Ezmieralda Melissa, Ph.D., Advisor

SWISS GERMAN UNIVERSITY

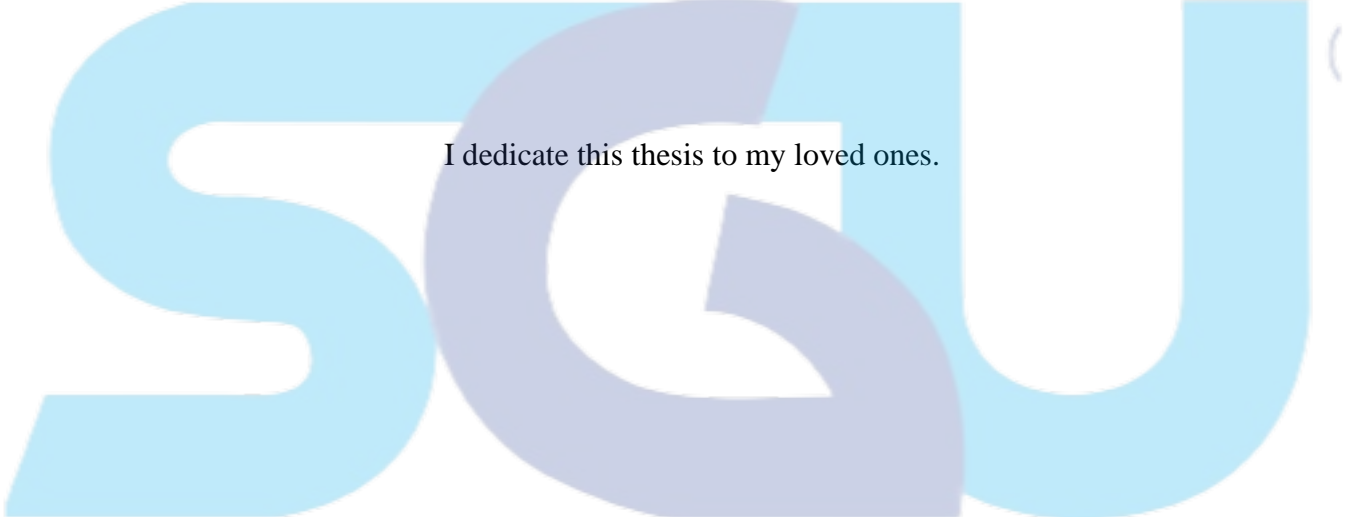
This research aims to examine the impact of promotional message in @indonesia.travel *TikTok* account to Indonesian young travelers dissonance about traveling during pandemic in Indonesia. This research uses analysis method of textual analysis through Focus Group Discussion. Promotional messages in this research are proxied by promotional video posted on @indonesia.travel *TikTok*'s account regarding how traveling in Indonesia during the COVID-19 pandemic. As for the Dissonance about traveling during COVID-19 pandemic is proxied by the desire to travel and people's perception that traveling during pandemic is dangerous. The result of this research is that the promotional video from @indonesia.travel has positive effect on reducing young travelers dissonance to travel during the COVID-19 pandemic.

Keywords: TikTok Promotional Video, COVID-19 Pandemic, Dissonance



© Copyright 2021
by Brenda Ovitho Utami Nursalim
All rights reserved

DEDICATION



I dedicate this thesis to my loved ones.

ACKNOWLEDGEMENTS

Bismillah ir-Rahman ir-Rahim,

Praise and gratitude to Allah SWT for the grace so that the researcher can complete this undergraduate program in Communication and Public Relations of Swiss German University

I would like to express my gratitude to my advisor, Ezmieralda Melissa, Ph.D., from the bottom of my heart I would say thank you for guiding me until I finish this thesis work. She inspires me to be a great, smart, and hard-working woman, I am grateful to have you as my advisor.

To my grandparents, Oma and Opa, H.M Tobri and Hj. Sri Rahayu Sulastri, to my parents, Ir. Firmantoko and Adelaide Thorys Mayanthie, thank you for your support until I finished this thesis work. I am loved.

To Yudha Pratama, who helped my thesis work at any time to keep me sane and also prioritizes me. Thank you for your time in those difficult days and still stay when situations getting busier each day.

Last but not least, I thank all of my Focus Group Discussions participants for their great contributions in this thesis work and my CommPR SGU 2017 classmates, thank you for these 4 years of laughs and dramas that I will not forget. See you soon on top.

Hopefully, this thesis can be useful for further research.

TABLE OF CONTENT

	Page
STATEMENT BY THE AUTHOR	1
ABSTRACT	2
DEDICATION	4
ACKNOWLEDGEMENTS	5
CHAPTER 1 – INTRODUCTION	11
1.1 Background	11
1.1.1 The Development of Social Media and its Different Purposes.....	11
1.1.2 The Use of Social Media during the COVID-19 Pandemic.....	13
1.1.3 The Use of Social Media in Tourism Industry	16
1.2 Research Problem	20
1.3 Research Objectives	22
1.4 Significance of Study	22
1.5 Research Questions	22
CHAPTER 2 - LITERATURE REVIEW	23
2.1 The Nature of Tourism Product	23
2.2 Characteristic of Tourism Promotion and Social Media	24
2.2.1 Characteristic of Tourism Promotion.....	24
2.2.2 The Use of Social Media for Promotion in Indonesia.....	26
2.3 Social Media Influence in the Decision Making Process of Tourism Product Consumption	28
2.3.1 Decision Making Process of Consumption	28
2.4 The Role of Social Media in Tourism Promotion as Information Source in Decision Making	30
2.5 Framework of Thinking	31
2.6 Cognitive Dissonance Theory	32

2.6.1 Change Belief.....	35
2.6.2 Change Action.....	36
2.6.3 Change Perception of Action	37
2.7 Content Matrix for Good Quality Social Media Communication	38
2.8 Previous Study	40
2.9 Study Differences/Similarities	41
CHAPTER 3 – RESEARCH METHODS	42
3.1 Qualitative Study	42
3.2 Textual Analysis.....	43
3.3 Audience Analysis with Focus Group Discussion.....	44
3.3.1 Population.....	44
3.3.2 Indonesian Ministry of Tourism and Creative Economy TikTok account.....	44
CHAPTER 4 – RESULTS AND DISCUSSIONS	48
4.1 Textual Analysis Result.....	49
3.3 Focus Group Discussion Result	70
4.2.1 Young People’s Dissonance about Traveling during the Pandemic	70
4.2.2 @indonesia.travel’s Contents and Young People’s Change of Belief.....	72
4.2.3 @indonesia.travel’s Contents and Young people’s Change of Action.....	72
4.2.4 @indonesia.travel’s Contents and Young People’s Change of Perception of Action	73
4.3 DataAnalysis.....	74
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS	80
5.1 Conclusion	80
5.2 Recommendations.....	81
REFERENCES.....	83
ATTACHMENTS	92
CURRICULUM VITAE.....	130



LIST OF FIGURES

Figure	Page
Figure 2.1	41
Figure 2.2	43
Figure 2.3	50



LIST OF TABLE

Table	Page
Table 1	52
Table 2	59

